

# The Farm to School

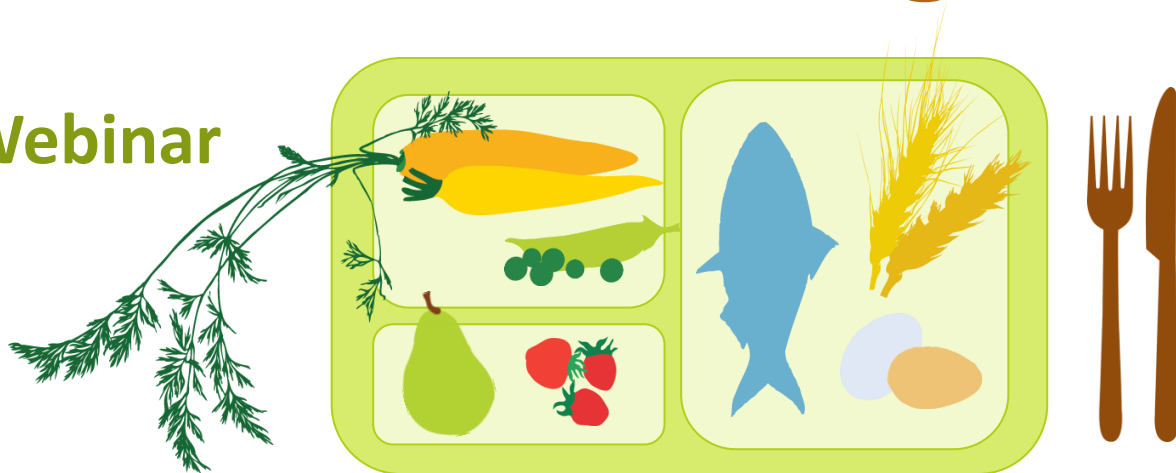
**Matt Russell**

Grant Program Manager

## Grant Program

**Planning Grant Webinar**

*March 5, 2013*





## **Matthew Russell**

Grant Program Manager  
Agricultural Marketing Service

*with*

## **Maggie Gosselin**

Technical Assistance Manager

*and*

## **Dawn Addison**

Grants Management Specialist

# Today's presenters





- » Background Info
- » Today's Topic: Planning Grants
- » Scoring
- » Budget & Match
- » Registration Process, Forms and Format
- » Resources
- » Questions?



- » What is farm to school?
- » Authority and Purpose
- » USDA Context
- » Eligibility Requirements
- » Types of Grants

## What is farm to school?

Generally understood to include efforts that connect schools with local or regional producers in order to serve local or regionally produced foods in school cafeterias.

In addition to procurement activities, also includes food, agriculture and nutrition-based efforts that span a whole host of experiential activities such as:

- School gardens;
- Field trips to local farms;
- Cooking classes;
- Science lessons taught using agricultural crops, etc.

## What is farm to school?



## **Authority**

Authority for this grant program comes from the Healthy, Hunger-Free Kids Act of 2010 (HHFKA), which amended Section 18 of the Richard B. Russell National School Lunch Act (NSLA) to establish a farm to school program.

## **Purpose**

To improve access to local foods in eligible schools through grants and technical assistance.

## **Agency**

The USDA Food and Nutrition Service (FNS) is charged with implementing the farm to school program.

## Local?

Yours to define.

## Competitive Grants For:

- » Training;
- » Supporting operations;
- » Planning;
- » Purchasing equipment;
- » Developing partnerships; and
- » Implementing farm to school programs.

## **Integrated**

Best when an integrated approach is taken where cafeteria changes are supported and reinforced throughout the school learning environment.

## **Inclusive**

As it relates to procurement, inclusive of many types of food producers, such as farmers, ranchers, and fishermen, as well as many types of food businesses, including food processors, manufacturers, distributors, and other value-added operations.

## **Ultimate vision**

American school children have regular access to regionally sourced foods. School cafeterias championing U.S. agriculture and proudly promoting regionally sourced foods that meet or exceed school nutrition standards are the norm, not the exception.

## Who can apply?

- Eligible schools (K-12 School Food Authorities (SFA's) that participate in the National School Lunch or Breakfast program);
- State and local agencies;
- Indian tribal organizations;
- Agricultural producers or groups of agricultural producers; and
- Non-profit entities.

## For what kind of project?

Funding is intended only for those projects that will ultimately benefit children in grades K-12 served through the National School Lunch and Breakfast Program.

## **NOT eligible as lead entity:**

- Institutions of higher learning;
- Cooperative extension service;

My university is a non profit 501.c.3 – still not eligible

My extension program is a state agency – still not eligible

- Individual parents, individual teachers;
- Hospitals.

## **Ineligible project types:**

- Pre-school or head start programs;
- Adult care programs.

## Three Types of Grants

- Planning grants (TODAY's Topic)
- Implementation grants (March 6, see website for more info)
- Support service grants (March 7, see website for more info)

## Distribution of awards

- Planning grants will represent approx. 25% of total grant funding
- Implementation and support service grants will represent approx. 75% of total grant funding
- USDA will seek to ensure geographical diversity to the extent possible

## How many projects can I apply for?

- You can serve as the lead on only one application. You must choose between submitting a planning grant or an implementation grant, and in either case, may only submit one application.
- You may be listed as a collaborator or partner on more than one application.

# Types of grants





- » The basics
- » Intent and who can apply
- » Allowable activities
- » Requirements and T&TA
- » Evaluation protocols
- » Priority consideration
- » Requirements
- » Proposal narrative

## Planning Applicants

- Funding range = \$20,000 - \$45,000
- Must be completed in one year
- Only 10% of the budget can go toward food costs (and only educational uses of food)
- 25% match is required

## Important Dates

- Application Deadline: Midnight EST, April 24, 2013
- Award notices: Early FY 2014

## Applications must be submitted on [grants.gov](http://grants.gov)

- Feb. 27, 2013 presentation slides are archived on the USDA Farm to School website

## **Intended to**

Help school districts or schools organize and structure their farm to school efforts for maximum impact by embedding known best practices into early design considerations.

## **Intended for**

School districts or schools that are just getting started in farm to school activities.

## **Who can apply?**

K-12 SFA's, nonprofit private schools, charter schools, Indian tribal schools, others in National School Lunch or Breakfast Program.

# **Intent and who can apply**



## Multi-district Submissions

In addition to individual submissions, USDA will consider submissions where a USDA investment might impact multiple SFA's and thus a broader geographic range than any one SFA might cover.

In this scenario, one lead SFA that is collaborating with multiple SFA's.

**Intent and who can apply, cont.**



## Activities such as:

- Assess the school district or school's need and readiness for development of a farm to school program, and determine the tools, training and technical assistance needed to create a farm to school program;
- Identify obstacles and begin to explore options for addressing existing barriers;
- Align the farm to school plan with the school district or school's existing goals and commitments; integrate farm to school concepts in wellness policies or school board resolutions, and identify key internal allies;
- Engage a wide variety of internal and external collaborators in the design of a Farm to School Implementation Plan;
- Host stakeholder meetings, conduct trainings, attend professional development conferences and seminars;
- Conduct menu audits to determine reasonable first or intermediate steps school districts or schools can take to offer local or regionally sourced foods; and
- Assess local or regional product availability and identify key supply chain relationships necessary for successful implementation of a farm to school program.

## Allowable activities



## Grant recipients will be required to:

- » Participate in an orientation call, monthly webinars, and regularly scheduled training and technical assistance throughout the course of the grant period.
- » Attend at least one face-to-face meeting, possibly timed to coincide with a national conference that provides exposure to farm to school best practices and networking opportunities. (*Applicants must include travel costs for at least one project representative to attend this meeting*)
- » Complete standardized evaluation activities as determined by USDA
- » Use USDA's Farm to School Planning Toolkit, and collaborate with USDA personnel and/or USDA training and technical assistance preferred providers in creating their Farm to School Implementation Plan.

## Requirements and T&TA



# F2S Planning Toolkit

Farm to School Implementation Plan  
(School or District Name, Year)

## Farm to School Team

Tip: This is a living document; update it as your team grows and changes!

### BACKGROUND

(When was your farm to school team established and by whom? What activities to date (i.e. at the end of your initial planning period)?)

### ALREADY COMMITTED MEMBERS

(What are the names, titles, and roles of people who have already committed to the school team?)

[Member #1 Name]

(What is this person's title? Does he or she belong to an organization? What role will he or she play on the team?)

Tip: You might also note other relevant roles that committee members play in their personal lives, as well as any helpful skills they might have. Does this person have the parent of a former student (in addition to being, say, the school's fundraising experience)?

For example:

Name: Shauna James  
Title: Johnson School Vice Principal  
Committee role: Farm to School Administrative Liaison  
Other committees: School Wellness Committee, Curriculum & Instruction Committee  
Other information: former health teacher; avid home cook

### ADVISERS

(Outside of the team, what people or groups will you consult for advice on names, titles, and roles of people who have agreed to advise you?)

Tip: Your advisory committee needn't necessarily be a formal committee; you're hoping to get some specific advice or help.

### NEEDED MEMBERS & ADVISERS

(What specific people or categories of people do you need on your committee but have not yet recruited? What are your expectations for these members? What are your expectations for these members?)

For example: Some ideas for the types of people you might want to include are:

School food service representative  
Teachers  
Students

## Vision, Goals, & Context

### BACKGROUND AND CURRENT STATUS

(What led to your decision to establish a farm to school program? What activities to date (i.e. at the end of your initial planning period) that have readied you to stage? What benefits do you think a farm to school program can bring to your community?)

### LONG-TERM VISION

(What is your long-term vision for a thriving farm-to-school program?)

Tip: Define "long-term" however you like! Your most ambitious farm to school vision.

### NEAR-TERM GOALS & OBJECTIVES

(What are your near-term (1- to 2-year) goals and objectives for your program?)

Tip: Summarize your goals here, and use the attached worksheet to plan your implementation.

### SCHOOL ENVIRONMENT & STUDENT POPULATION

(How big is your school or district? What types of students do you serve from, and how might this be relevant to your farm to school program? Do many of your students garden or farm outside of school? Is there space for one? How and how well do your students eat outside of school or closed?)

### PROGRAM CONTEXT

(What existing programs and initiatives are relevant to your program?)

#### Child nutrition programs

(Which Federal Child Nutrition Programs does your school participate in? What percent of your students are eligible for these programs?)

Tip: The Federal Child Nutrition Programs include the National School Lunch Program, the Fresh Fruit and Vegetable Program, the Afterschool Snack Program, and the Special Milk Program. To find out if you are eligible, [click here](#).

#### State and Local Initiatives

(What State, local, and district-wide programs and initiatives are relevant to your program?)

Tip: Initiatives might include everything from a Statewide "local" campaign, to a district-wide initiative to put a

## Local Foods Procurement

Farm to School Implementation Plan  
(School or District Name, Year)

### Module 3

### BACKGROUND AND PROGRESS TO DATE

(How much local food do you currently serve? What types of local food have you been purchasing, and from whom? Through which Child Nutrition Programs do you serve local foods?)

Tip: Count your local foods purchases in terms of total dollars spent and percentage of dollars spent. If you don't know where the food you've been purchasing comes from, you should think about how you'll start collecting that data since it's important to have a baseline figure. If you want to explore farm to school data collection in more depth, see the Evaluation & Documentation module.

(To date (i.e. at the end of your initial planning period) what procurement-related activities have you participated in that have readied you to move into the implementation phase?)

### LONG TERM VISION

(What is your long-term vision for local foods procurement in your school or district?)

### NEAR TERM GOALS

(What are your near-term (1 to 2-year) goals for local foods procurement? What types of local foods do you hope to serve and how often do you hope to serve them? Do you plan to serve local foods through all of the Child Nutrition Programs you operate, or just some of them?)

Tip: To the extent possible, include specific target amounts and products.

For example: A school that operates the Fresh Fruit and Vegetable Program (FFVP) in an area with a long growing season might have a goal to source 40 percent of all FFVP foods locally. A farm in a rice-growing region might have a goal to start sourcing 50 percent of the rice served through the National School Lunch Program locally.

### DEFINITION OF "LOCAL" OR "REGIONAL"

(How has your school or district chosen to define "local" or "regional"? How did you establish this definition?)

Tip: USDA allows you to define "local" or "regional" however you like: within a certain number of miles from your school, within the State, or within the county. You might also choose to define the terms differently for different types of products, involving food service staff, local growers, food distributors, and others in helping you define local will ensure that the definition suits your needs.

For example: A school could decide that because there are so many fruit and vegetable producers within their county, "local" fruits and vegetables must come from within county lines. However, if the county has only one dairy, then "local" milk, cheese, and yogurt might come from anywhere in the State.

### Local or regional agricultural products

(What types of foods are produced within the area(s) you've defined as "local" or "regional"?)

Tip: To find out what grows locally, try looking for seasonality charts online, talking to farmers at a farmers' market, or calling your local agricultural extension office. And don't forget to include dairy, meat, poultry, fish, and grains in your survey.

Farm to School Planning Kit - Module 3: Local Foods Procurement  
USDA



## Evaluation and Impact

Grant recipients shall agree to cooperate in an evaluation of the program carried out using grant funds. Upon selection of grant awardees, USDA will provide further guidance and direction regarding evaluation protocols and common indicators.

Applicants should expect that evaluation protocols will include both process evaluations and outcome evaluations.

## What to include in your application

- » How do you plan to evaluate your success in accomplishing key activities and achieving end results or impacts?
- » Who will be responsible for data gathering and evaluation?
- » To what extent do you have experience conducting process evaluations and to what extent do you have experience conducting outcome evaluations?



## Free or Reduced Price Meals

HHFKA mandates that priority consideration be given to schools or school districts serving a high proportion of children who are eligible for free or reduced price meals.

## Need a high percentage to apply?

No!

## Priority Consideration

The selecting official will take into account the free and reduced price meal eligibility rates, but extra points will not be assigned in FY 2014.

## **MUST Have**

- 25% match of total budget, in form of cash or in-kind contributions
- Will be deemed ineligible without complete application materials submitted to [grants.gov](https://www.grants.gov)

## **ENCOURAGED to Have**

- Submissions that reach more than one school are preferred
- Projects that include a focus on innovative procurement strategies are preferred
- Optional attachments, including letters of supports or other documents that demonstrate community need or interest



# Planning Grant Applications



- » Farm to School Experience
- » School district and F2S background info
- » Need and readiness
- » Objectives, activities and timeline
- » Evaluation
- » Project management and quality assurance
- » Staffing
- » Dispersed benefit
- » Sustainability



## Scoring

- Initial screening for eligibility and completion
- Two-tiered Panel review

## Criteria

- Planning Grants
  - Need, Readiness and Likelihood of Success 25 pts
  - Alignment with F2S Program Goals 25 pts
  - Project Design and Management 30 pts
  - Sustainability and Transferability 10 pts
  - Budget Plan 10 pts



## **SF-424A: Budget information (Completed online)**

- Section A – complete line 1 with the total amount of the grant, leaving columns c and d blank
- Section B – complete columns 3, 4, and 5 for applicable budget categories
- Section C – complete line 8 and all applicable columns to identify non-Federal resources
- Section D – complete funding needs for Year 1 only
- Section E – complete funding needs for subsequent years of the grant program, if applicable

# BUDGET INFORMATION - Non-Construction Programs

OMB Approval No. 0348-0044

SECTION A - BUDGET SUMMARY						
Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. Farm to School	10.575	\$	\$	\$ 36,465.00	\$ 12,980.00	\$ 49,445.00
2.						0.00
3.						0.00
4.						0.00
5. Totals		\$ 0.00	\$ 0.00	\$ 36,465.00	\$ 12,980.00	\$ 49,445.00
SECTION B - BUDGET CATEGORIES						
6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY					Total (5)
	(1) Federal	(2) Match	(3)			
a. Personnel	\$ 14,000.00	\$ 7,000.00	\$	\$	\$	21,000.00
b. Fringe Benefits	4,200.00	2,100.00				6,300.00
c. Travel	4,450.00	1,000.00				5,450.00
d. Equipment	0.00	0.00				0.00
e. Supplies	5,500.00	1,700.00				7,200.00
f. Contractual	5,000.00	0.00				5,000.00
g. Construction	0.00	0.00				0.00
h. Other	0.00	0.00				0.00
i. Total Direct Charges (sum of 6a-6h)	33,150.00	11,800.00	0.00	0.00		44,950.00
j. Indirect Charges	3,315.00	1,180.00				4,495.00
k. TOTALS (sum of 6i and 6j)	\$ 36,465.00	\$ 12,980.00	\$ 0.00	\$ 0.00	\$	49,445.00
7. Program Income	\$	\$	\$	\$	\$	0.00

## Planning Grants: Budget



For each line item, provide full details, such as:

- » Salaries – By position, identify position title, percentage of time or hours dedicated to the project, and job duties.
- » Travel – Identify number of trips, number of staff traveling, average cost per trip, purpose of trip(s), mode of transportation.

Sub-award: provide the following information:

- » If known, identify the sub-awardee (partner)
- » Describe the activities including the related costs that the sub-awardee will perform
- » Basis for the calculation of those costs

Be sure to provide an explanation as to how the line item amounts were derived; i.e. provide the calculations of the line item amount. Ex: Salary = \$5000 (\$50per hr x10hrs per day x 10wks).

## Line item budget narrative



Indirect costs are those costs benefiting more than the proposed grant project, such as utility costs for the project location, salary costs for the payroll clerk, etc.

- » If claiming indirect costs, provide negotiated indirect cost rate approval letter
- » An applicant may propose indirect costs within their budget proposal without an approved rate. However, if a proposal is recommended for funding, an indirect cost rate proposal must be submitted prior to the award.

## **MUST provide**

A 25% match of total project cost from non-federal sources

- Include a description in the budget narrative and identify the entity who will be providing the support

## **Examples**

- **Cash** – salary paid to an employee of the partner organization for project related activities
- **In-kind** – value of loaned or donated equipment, based on fair market value or value of volunteer time spent on project activities.
  - Hourly wages should be based on the current wage rate in the community

## **Documentation of Matching Funds**

- Accounting records that support actual expenditures
- Time sheets of volunteer hours worked
- Documentation of the value of loaned or donated equipment, such as an invoice, property records, etc.



## Required registrations

In order to submit a grant proposal on grants.gov, you must first register with the following:

- **Data Universal Numbering System (DUNS):** [www.dnb.com](http://www.dnb.com), or 1-888-814-1435
  - Effective 10/1/10, all applicants and awardees for a Federal grant must obtain a universal identifier
  - Contact Dun & Bradstreet to obtain a number
    - <http://fedgov.dnb.com/webform/displayHomePage.do>
    - No fee
    - May take several days!

## Register with System for Award Management (SAM)

- After obtaining a DUNS number, applicant will need to register with SAM
  - To register, visit: [www.sam.gov](http://www.sam.gov)
    - Free on-line registration database
    - May take 3-5 business days

## Register at grants.gov

- After obtaining a DUNS number and registering in CCR and SAM, applicant will need to register at grants.gov

[http://www.grants.gov/applicants/get\\_registered.jsp](http://www.grants.gov/applicants/get_registered.jsp)

- No cost registration
- Registration takes between 3-5 business days

## Required forms to be submitted

- Coversheet
- Budget Forms SF-424 Forms (SF-424, SF-424a, and SF-424b)
- Disclosure of Lobbying Activities (SF-LLL)
- Statement of Assurance Regarding Felony Conviction or Tax Delinquent Status

## Required Format of Application

- Coversheet (template in RFA appendix)
- Table of contents
- Narrative response (5-page max)
- Paper size 8 ½ x 11, 12pt font, Times New Roman or Arial, numbered pages

**MUST be submitted via [grants.gov](http://grants.gov) by Midnight EST, April 24, 2013!**

- Tip: Submit your application 1 week early!



## Farm to School Grant Resources



## **Farm to School website** ([www.fns.usda.gov/cnd/f2s/](http://www.fns.usda.gov/cnd/f2s/))

- Request for Applications
- Frequently Asked Questions (FAQ)
- Sample grants
- Overview of last year's grant awards
- Webinar information and more...
- Sign up for our E-letter!

**Grants.gov primer** (February 27, 2013 – presentation slides available on our website)



**Wrap up and Questions**



Dial in your questions by pressing \*1 on your phone. The operator will open the line to you in the order your request was received.

-or-

At the top left of your screen, type your questions into the Q and A tab.

## Wrap up and Questions





## Grant Question Contact Information

» [farmtoschool@fns.usda.gov](mailto:farmtoschool@fns.usda.gov)

## Additional Questions

